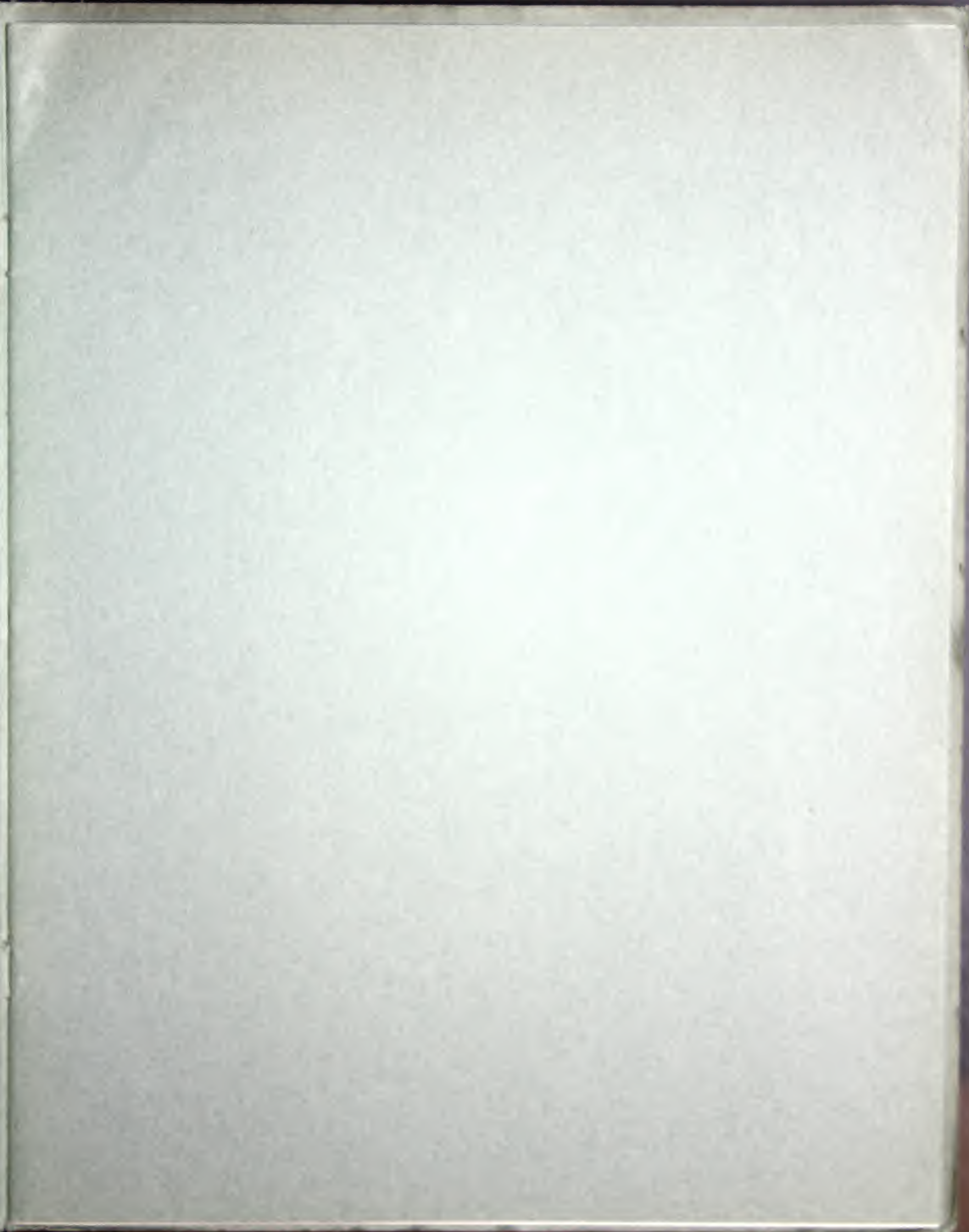


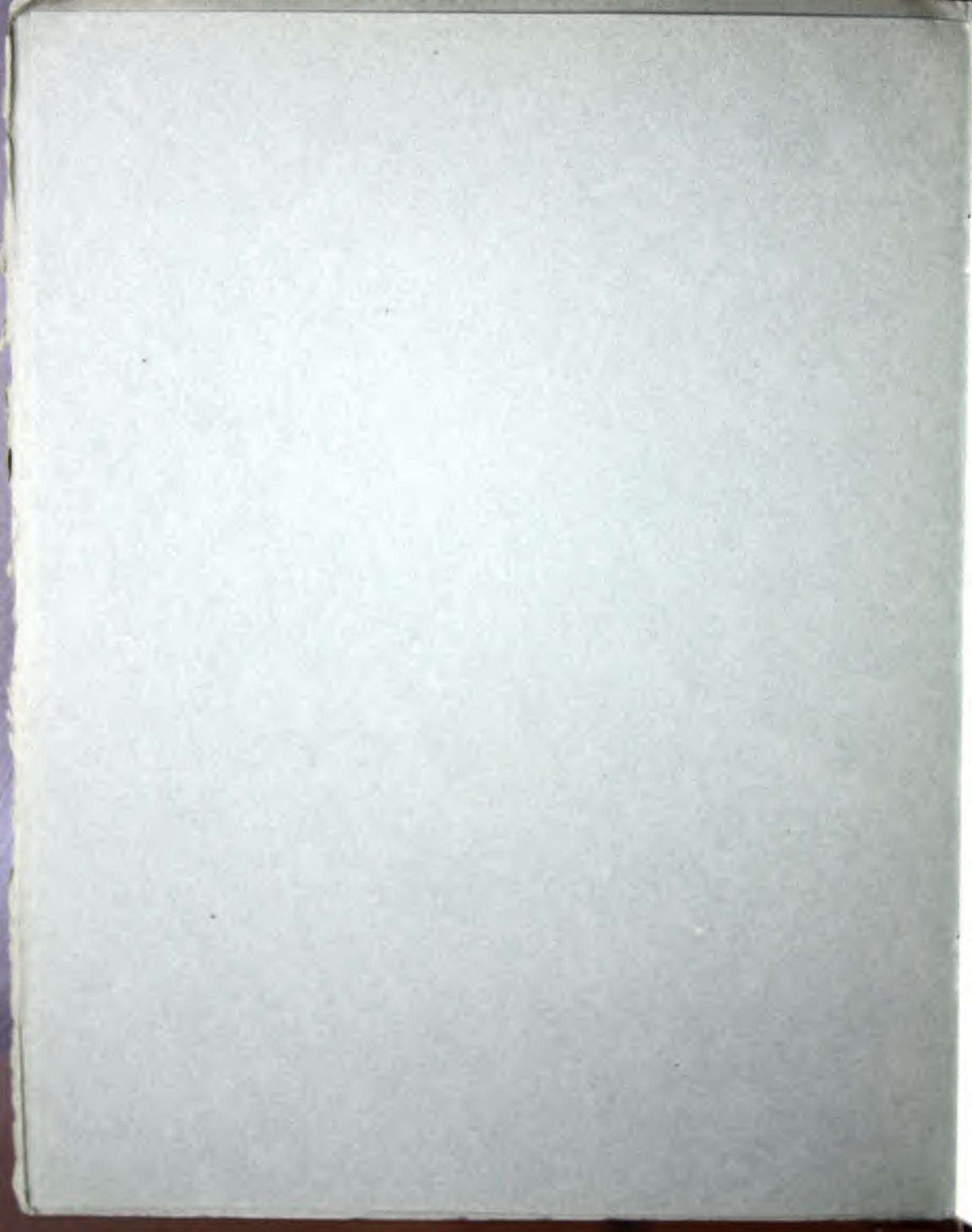
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HELPING
THE
HOME BUILDER









HELPING THE HOME BUILDER

A Review of the National Development
of
The Architects' Small House Service Bureau
Northwestern Division, Inc.
A Regional Bureau of
The Architects' Small House Service Bureau
of the United States, Incorporated

*Public Expressions of
Commendation for this Service*



(1921)

Published by
SOUTHERN PINE ASSOCIATION
New Orleans, La.

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F O R E W O R D



THE Architects' Small House Service Bureau of The United States, nationally incorporated in the Spring of 1921, and today in course of organization in nearly a dozen important centers, is the outgrowth of years of endeavor to find a practicable method whereby the architectural profession could, through co-operative effort, properly serve the needs of that large class of small home builders whose means are such that they cannot afford to engage the services of an individual architect.

Operating under the direction of the National Bureau are various Regional Bureaus. These Regional Bureaus are what might be called home builders' clinics. To their offices go those in search of advice on the subject of home building. The Bureaus' revenues are derived principally from the sale of plans and plan books.

Within six months after the organization of the National Bureau, Regional Bureaus are being brought into existence in Buffalo, N. Y., Omaha, Nebr., Kansas City, Mo., Seattle, Wash., New Orleans, La., Birmingham, Ala., and a number of other places, and within another year it is anticipated that Bureaus will be functioning in practically every center of consequence in the country.

The Bureau idea originated with a group of Minneapolis architects, and the Architects' Small House Service Bureau of Minnesota, the parent organization, received the approval of the American Institute of Architects in 1920. Shortly thereafter, the Southern Pine Association entered into a contract with the Minnesota Bureau for the preparation and publication of the book,

"How To Plan, Finance And Build Your Home",
and the general development of this enterprise.

The book appeared in the Spring of 1921 and immediately attracted widespread attention, both in this country and abroad. It is the only book in existence which in plain, understandable language tells the home builder the fundamental rules to follow in planning, financing and building his home. It filled a distinct need in an important field, and received a very general welcome, nearly ten thousand copies of the book having been distributed to date. The book sells for \$2.50 a copy, which represents the cost of its publication and distribution. It is in use by the principal

libraries of the country, which report a great interest by their readers in home building literature. Many technical schools have adopted it as a text book on construction. Retail lumber dealers, real estate companies, building and loan associations, home finance corporations, and others, are finding it a valuable asset to their service rooms.

The sale of plans from the book has been considerable, in spite of the unfavorable conditions for the promotion of home building under which the new service was inaugurated. The book has produced a house a day since the day it came from the press; these are houses built or being built from plans sold by the Bureau and by the Southern Pine Association, and of which construction we have positive knowledge. Many persons were doubtless influenced by the book to build, but, desiring something special, went to an architect to have their houses designed. Others who have bought the book are perhaps not ready to build yet, and will buy plans later.

Our merchandising campaign in behalf of the sale of the book will be continued through the Fall and Winter, and by next Spring we hope to have this book in the hands of perhaps 50,000 people. Meanwhile, other plan books to be published by the various Regional Bureaus will perhaps have made their appearance. The Bureaus are now negotiating with different lumber associations to this end.

It is our opinion, after six months' observation of the rapid growth of the Architects' Small House Service Bureau of The United States, that this organization is destined to become the greatest agency for the stimulation of home building brought into existence since the inception of the Building and Loan Association idea.

SOUTHERN PINE ASSOCIATION

November 1, 1921



HELPING THE HOME BUILDER

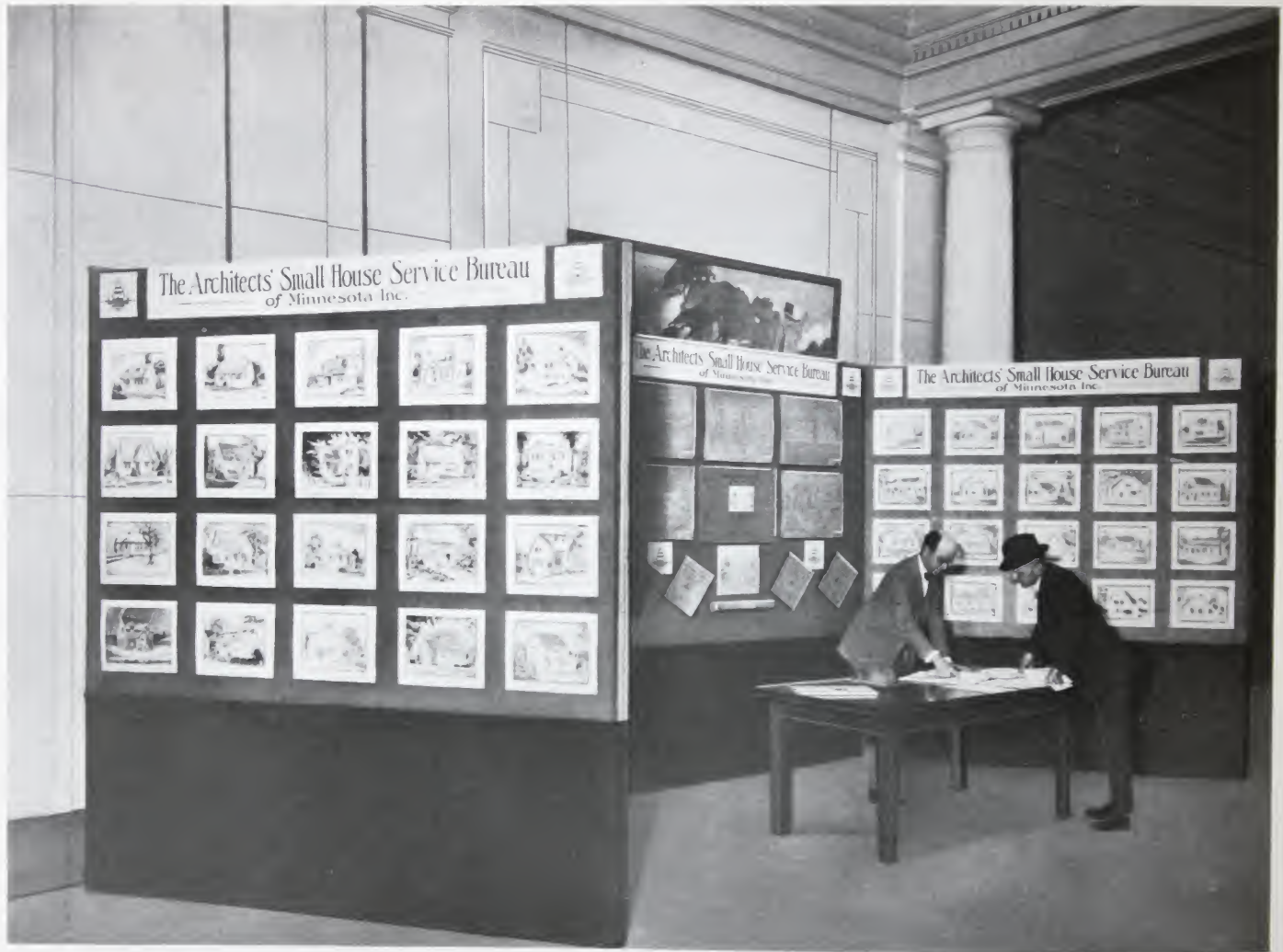


At The "Own Your Home" Exposition, Chicago, Ill.

THE joint exhibit of the Southern Pine Association and the Architects' Small House Service Bureau of Minnesota, Inc., was one of the principal features of the "Own Your Home" Exposition held in Chicago in the Spring of 1921.

President J. S. Sexton of the "Own Your Home" Exposition Company writes us regarding our book, "How to Plan, Finance and Build Your Home": "Your book of small house plans is the best I have ever seen."

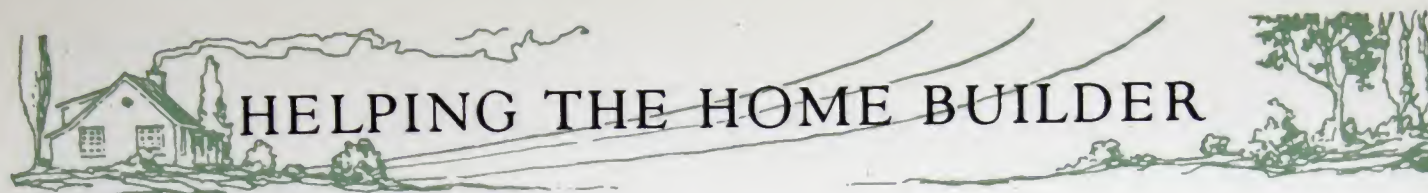
HELPING THE HOME BUILDER



*At The Annual Convention of The American Institute of Architects,
Washington, D. C.*

THERE will be differences of opinion as to the relative importance of matters brought before the recent convention; if not the chief things in significance, then among the chief things brought to the convention's attention were the report of the Committee on Small Houses and the brochure on the Co-Operative Plan worked out by The Associated Buffalo Architects.

"Until very recently the average home builder, the builder who spends \$5,000 or less on a residence, has felt that the charges of the professional architect were beyond his guarded pocket book. The story of the Minnesota architects and their Small House Service Bureau now is well known. It makes a brilliant page in the history of the professional architect and there is reason to believe that it is the outstanding constructive contribution to the enlargement of service made by any element in the construction industry in the last ten years."— Extract from an editorial appearing in the May 21st issue of *The American Contractor*.



"Perhaps the most attractive and valuable contribution to the Education of the Prospective Home Builder made since the beginning of the Great War," says "The American Contractor"

THE most valuable advertising that can be done in the construction industry is that which renders a real service to the public or contributes something constructive to current problems. A notable example of this kind of advertising was disclosed by the *Own Your Home* Show in Chicago wherein the Southern Pine Association devoted its entire space—one of the largest displays in the show—to an exhibit of house plans and supplemented this display with the book, "How to Plan, Finance and Build Your Home." This book is, perhaps, the most attractive and valuable contribution to the education of the prospective home builder made since the beginning of the Great War. Its value to the home builder can not be calculated; on financing, selecting a location, building, house arrangement, furnishing, adapting the building project to the available money, it leaves nothing to be said. An example of advertising in which is exemplified real business vision it has an exceptional interest for the entire construction industry.

"How to Plan, Finance and Build Your Home" is the joint product of the Architects' Small House Service Bureau of Minneapolis and the Southern Pine Association. This Small House Service Bureau is one of the steps of real progress made in the construction industry in recent years. It is a practical way of making available to the small home builder the services of competent architects at a reasonable cost, and the architects of Minnesota wrote a brilliant page in the history of the construction industry in the United States when they conceived and executed this method of enlarging the architect's usefulness. That a purely business organization like the Southern Pine Association should have the vision essential to substantial co-operation with the architects in making available to the public the work of the latter is one of the most encouraging signs of the times. It confirms one in the belief that after all, constructive service without too close scrutiny as to the possibilities of immediate profits, is more and more dominating influential trade and industrial organizations.

SOUND ADVICE FOR THE HOME BUILDER

The book itself is a thing of beauty and a monument to the possibilities in modern art printing. It is

11x16 inches, 155 pages of superfine book paper. There are 104 sketches of houses ranging from three to six rooms, and with each sketch are the floor plans. There is an illustrated article on planting your home grounds; information on how to obtain plans for the houses shown in the book and five illustrations showing "Working Drawings and Details" as they are furnished by the Architects' Small House Service Bureau of Minnesota.

As valuable as are the sketches and plans, still more valuable is the sane, practical advice offered in the text of this remarkable publication. There has been peddled lately a great deal of buncombe about building and home owning; there is none of that in this book. A studious effort has been made to talk sense, the plain, business sense which ought to prevail where an individual undertakes the serious business of investing his earnings in a house. Nothing seems to have been overlooked in the discussions which are short and clearly stated so that every one can understand them. Among the articles of exceptional interest and value are the following:

- It is Cheaper to Build than Pay Rent.
- Selecting the Site for Your Home.
- How to Finance the Building of Your Home.
- How to Lower Home Building Costs.
- Good Taste and Saving; Bad Taste and Waste.
- Selecting a Plan to Fit Your Needs.
- Estimating Costs, Taking Bids, Letting Contracts.
- Southern Pine in Home Building.
- The Plumbing for Your Home.
- The Heating System for Your Home.
- Painting Your Home—Inside and Out.
- How to Furnish Your Home in Good Taste.
- Your Kitchen Planned to Save Time, Steps, Labor.
- Mechanical Equipment and Special Features.

It is worth while to know something about those to whom the public and the construction industry are indebted for this work. Perhaps the "Acknowledgment" in the fore part of the book gives this information as briefly as it can be stated. It says:

"In presenting this book to the public, the Architects' Small House Service Bureau of Minnesota, Inc.,



who are authors of the publication and the originators of the service, wish to make full and due acknowledgment of the counsel, talent and services of all those who actively participated in a creative way in the production of the book, the service and its inauguration as a new constructive force in the field of small home building.

HOW THE BOOK WAS PRODUCED

"To fully comprehend the amount of work and intensive study that has gone into the production of this service and book, it should be mentioned that during a period of six months as many as fifty board of directors' meetings were held to discuss and properly chart a program that would lead to a complete group of more than one hundred well-balanced small homes in types and variations adaptable to many sections of the country and many demands by home builders. To accomplish this end the Architects' Small House Service Bureau of Minnesota, Inc., whose membership represents fourteen distinct architectural offices, divided itself into working committees. These committees functioned in two main groups: A sketch committee and a working drawings committee.

SOUTHERN PINE ASSOCIATION RENDERS VALUABLE SERVICE

"All of this work was carried on by the bureau membership in consultation with the Southern Pine Association as represented by Mr. King H. Pullen, acting trade extension manager. This Bureau cannot emphasize too strongly the far-seeing vision and unbiased motive of the Southern Pine Association for whom this book and plans were prepared. This Association recognized the possibilities of such a Bureau. They sought to affiliate with this Bureau to assist in furthering the ideals for which the Bureau stands and the general betterment of small homes throughout the country. This Association furthermore has given whole-heartedly of its time, resources and knowledge in order that the shaping of this service and publication would be the latest authoritative matter on the subject of small home building.

"In the production of this service and evolving a program of organization, the Architects' Small House Service Bureau worked closely with the Committee on

Small Houses of the American Institute of Architects, whose chairman is Mr. Edwin H. Brown of Minneapolis. This committee's report at the Convention of the American Institute of Architects in May, 1920, was responsible for the endorsement of the Institute being given to the Architects' Small House Service Bureau of Minnesota, Inc. This endorsement alone is a guarantee of the Bureau's integrity in rendering service to the home building public on the well established principles of professional and architectural practice for which the Institute stands.

"Committee on Sketches: Roy Childs Jones, chairman; A. R. Van Dyck, R. V. L. Haxby.

"Committee on Working Drawings: C. B. Stravs, chairman; W. W. Tyrie, H. H. Eads.

"Mr. Robert T. Jones, executive secretary to Committee on Sketches and Working Drawings.

"The perspective sketches were rendered by Mr. Jules Crow of New York City, Mr. Rhodes Robertson, Mr. Jefferson M. Hamilton and Mr. Roy Childs Jones of Minneapolis.

"The landscape plans were prepared by Morell & Nichols, landscape architects, of Minneapolis.

"The Ferry-Hanly Advertising Company of Kansas City, Mo., served as counselors in the general make-up of the publication."

It is worth while to repeat the emphasis on the constructive character of this piece of literature so ably edited by Maurice I. Flagg and Harriet S. Flagg.

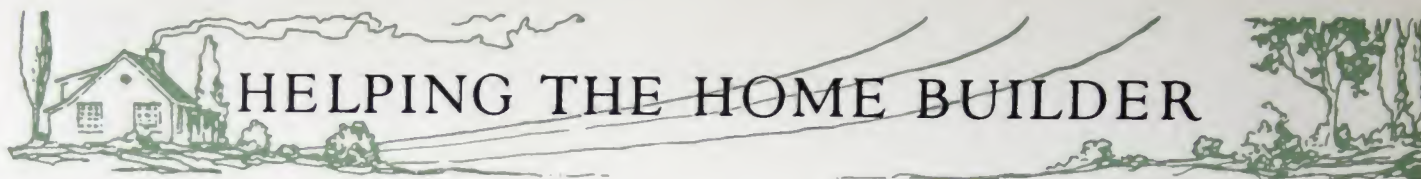
Such work as is exemplified in this book on homes and home building is the expression of an intelligent self-interest that will do more than anything else toward the revival of building in the United States and the permanent solving of our housing problem. Serving the public as a means of serving our own business is coming to be the accepted "ethics" in business organizations which have the vision to weigh permanent good against a passing profit. "How to Plan, Finance and Build Your Home" is an exceptional example of practical application of this code of ethics.—Reprinted from *The American Contractor*, Chicago, issue of April 2, 1921.

HELPING THE HOME BUILDER



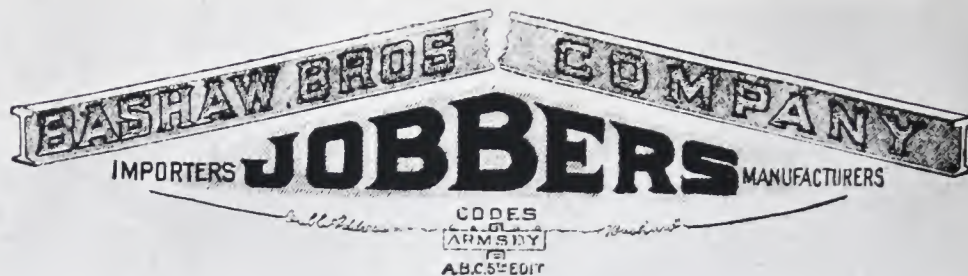
Our Plan Book Exhibit At The Annual Convention of The United States League of Local Building and Loan Associations, New Orleans, La.

UNDER the joint auspices of the Southern Pine Association, the Architects' Small House Service Bureau, and the American Institute of Architects, a book of building plans for small houses has been published on the subject of "How to Plan, Finance and Build Your Home." The subject matter of this book is the work of skilled architects; it is a valuable expert service at minimum cost to borrowers who desire to build three to six room houses and is worthy of the approval and endorsement of this League."—Extract from Annual Address of Mr. Phil. G. Ricks, President of The United States League of Local Building and Loan Associations.



HELPING THE HOME BUILDER

A Typical Letter of Appreciation from One of Our Home Builders



421-23-45 WASH. AVE. NORTH

MINNEAPOLIS, MINN
Aug. 18, 1921

Architects Small House Service Bureau,

1200-2nd Ave. So.,

Gentlemen;

Your letter enclosing questionnaire referring to building cost duly received, but as some labor costs are not yet completed, it will be a week or two before I can return same.

You may be assured that I will do anything I can to boost your bureau, as there is nothing I have ever done that has given me the pleasure that has been derived from the building of our home.

We have followed your plans and specifications blindly, and I can now see what mistakes we would have made, had we floundered among our own notions, and the conflicting suggestions of friends. The "quantity survey" alone paid for the plans, eliminating waste and worry.

Wishing you the success you certainly deserve, I am

Yours very truly,

AJK/LE

Per

A. J. King

HELPING THE HOME BUILDER



At The Annual Convention of The National Association of Real Estate Boards, Chicago, Ill.

THIS exhibit attracted widespread attention among the 5,000 delegates to the Real Estate Convention, and was the subject of a paper read before the convention's sectional meeting on Advertising and Publicity, on the subject of the "Southern Pine Association's Advertising and Dealers' Helps Service and How This Service Might Be Utilized by the Real Estate Interests." As a result of this exhibit the Southern Pine Association in co-operation with the local Real Estate Boards is now putting on "Own Your Home" exhibits in a number of important centers.



HELPING THE HOME BUILDER

Words of Commendation from the Retail Lumber Associations

HAS MANY EXCELLENT FEATURES:

Without discounting in the least the many valuable dealer helps you have originated, it is my candid opinion that this is the best thing you have ever done.

I have a fairly wide acquaintance with such literature, and I have never seen anything that even attempts the ambitious and complete purpose of this book.

Time forbids the mention of its many excellent features. I have spent the last thirty minutes in admiring the same. We expect to render you every assistance in placing the book before our members.

L. P. BIGGS, *Assistant Secretary*,
Arkansas Association of Lumber Dealers,
Little Rock, Ark.

WELL ARRANGED FROM THE STANDPOINT OF SERVICE:

This book has just arrived and I have looked it over with a great deal of interest. I want to say that it contains some of the best plans that I have ever seen and is well gotten up from the standpoint of service to the retail dealer. I am sure that retailers will profit by using it.

PAUL S. COLLIER, *Secretary*,
The Retail Lumber Dealers' Association of
the State of New York, Rochester, N. Y.

CONSIDER IT BIG MEDIUM FOR RETAIL DEALERS:

This book is certainly a masterpiece and one that you should be highly complimented on. Every detail in connection with it seems to be very carefully and thoroughly worked out, and it is certainly something which should result in a big medium for retail dealers to secure some great results from.

WESTERN RETAIL LUMBERMEN'S ASSOCIATION,
Winnipeg, Man., Canada.

AN INSPIRATION TO HOME-OWNERSHIP:

This is a very beautiful book and is well gotten together and should result, if properly distributed, in inspiring home ownership, which leads to better lumber business.

NEW JERSEY LUMBERMEN'S ASSOCIATION,
Newark, N. J.

BY FAR THE BEST THING OF THE KIND I HAVE SEEN:

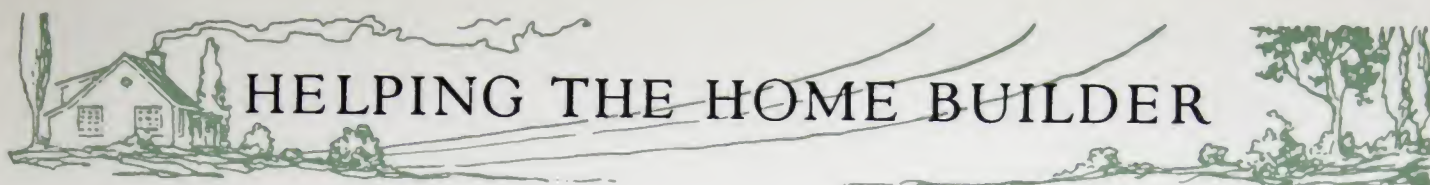
Permit me to congratulate you upon this book. * * * It is by far the best thing of the kind I have yet seen. I am especially interested in the facilities for making special drawings and other special plan services which I understand is contemplated in connection with this department. My experience has been that this is the most valuable feature of a special plan service * * * I am sure that the book will be of tremendous assistance to the retail lumber dealer and I feel sure he will appreciate it.

FINDLEY M. TORRENCE, *Secretary*,
Ohio Association of Retail Lumber Dealers,
Xenia, Ohio.

THINKS WELL OF ITS VERY EXCELLENT ARRANGEMENT:

Permit me to congratulate you upon the very excellent book which has just been sent out by the Architects' Small House Service Bureau of Minnesota for the Southern Pine Association. It is without doubt the most complete and the most artistically arranged book of its kind that has ever come to my attention. You have every reason to be proud of this publication.

DUDLEY F. HOLTMAN, *Construction Engineer*,
National Lumber Manufacturers' Ass'n.,
Washington, D. C.



HELPING THE HOME BUILDER

Press Comment

THE PREMIER OF ALL BOOKS ON HOMES:

THE Premier of all Books on Homes has just made its appearance. This comprises a book of 156 quarto pages of the very best collection of homes with floor plans. These are the last words in American architecture. It presents the various types of up-to-date homes and bungalows.

In addition, this valuable work contains much important information for the prospective home-owner, which will be found in the cover page of this issue.

This book has been printed in elegant style, with rare taste and ability, and represents the finest typographical appearance of any such work offered the American public.

The building and loan associations of the United States will be interested in this collection. It will be of value to the prospective home-buyers, and will greatly add to the desire of the public for a "Home of Their Own."

The principal purpose of the American Institute of Architects' Small House Service Bureau of the United States is to make available, through co-operative effort, to the small home-builder, plans and designs of the highest character, and at a price that the home-builder can afford to pay. This Bureau has undoubtedly served a great public need, and its operations should result in the improving of the standards of designs and construction of small homes.

The importance to the building and loan interests of well-designed and well-constructed buildings is that they offer greater security values. All local associations should have on hand for the use of their members plan books and the literature which has been issued by the Architects' Small House Service Bureau of the United States, or its various regional Bureaus.

This wonderful atlas has been published for the Southern Pine Association, New Orleans, Louisiana, by the Architects' Small House Service Bureau of Minnesota, Inc., the same has been endorsed by the American Institute of Architects.—From an editorial in the April, 1921, issue of The American Building Association News.

"MOST HELPFUL VOLUME ON HOME-BUILDING":

"* * * The book, which has been declared to be the most instructive and helpful volume on homes and home-building ever issued, was prepared for the Association by a group of practising architects, who have been engaged for more than a year in developing a plan service which would, through co-operative effort, place at the disposal of the small home builder professionally designed plans of the highest character and quality for houses of three to six primary rooms in size, at a price the small home builder can afford to pay. * * *

THE INQUIRER,
Cincinnati, Ohio

COMPREHENSIVE AND ATTRACTIVE WORK OF ART:

Your Association is certainly to be congratulated on turning out such a valuable, comprehensive and attractive work of art, beauty and usefulness.

CANADA LUMBERMAN,
Toronto, Canada

EXTENDS HEARTIEST THANKS:

Kindly accept my heartiest thanks for the book on Planning and Financing the Home. It is without a doubt the most handsome piece of work along this line that I have ever seen. This should be of great service to builders, as well as supply men.

THE WICHITA BEACON,
Wichita, Kansas

A GUIDE FOR HOME BUILDERS:

A short cut to the planning, financing and building of a home for those who know but little of the details of how to go about these important matters, as well as a guide for real estate developers, building and loan associations, and banks, has just been issued by the Southern Pine Association.

NEW YORK AMERICAN,
New York City

AN ANGEL WITH CARDBOARD WINGS:

If anyone is refraining from building a home because he does not know how to go about it, and you, his "family Realtor," are not prepared to advise him, an angel with cardboard wings and 156 white feathers decorated with printers' ink and photographic reproductions, is ready to fly to your assistance, thanks to a group of architects. "How to Plan, Finance and Build Your Home" is the name of this angel.

NATIONAL REAL ESTATE JOURNAL,
Cleveland, Ohio

LUNCH HAD TO WAIT:

Lunch had to wait this noon. I found that magnificent new home plan book on my desk when I came in and lunch had to wait until I had given it the once-over.

Every page contained information highly valuable for the home-builder; in fact, I have never seen this subject so thoroughly and completely covered. The illustrations were simply works of art, even the homes shown under a fall of snow looked inviting to me, and you must realize that at this time of year we who live in Duluth are not as a rule favorably impressed with snow, either in picture or flakes.

Your simple arrangement of figures should clearly show the reader the folly of continuing to pay rent. You certainly covered the subject fully and showed items of cost which the average layman would never dream existed; however, it is just that completeness of figures which makes your book doubly valuable to the family endeavoring to build economically.

I would say that you and your organization have produced what should be one of the three best sellers this year.

P. H. ROBINSON, *Building Editor*,
The Duluth Herald

FROM THE EDITOR OF THE "NATIONAL BUILDER":

We have received the book, "How to Plan, Finance and Build Your Home" and congratulate you cordially on the evidence of the great work your organization has accomplished.

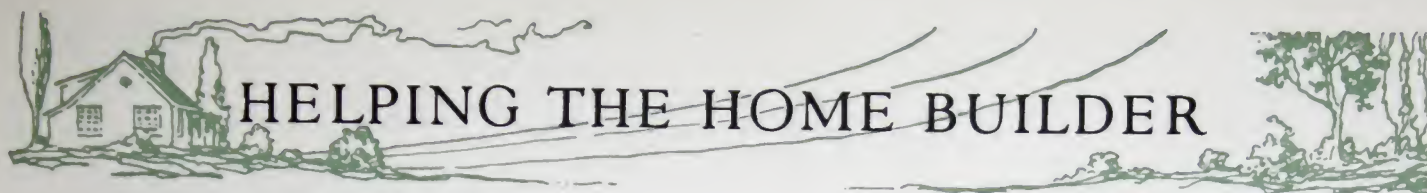
A. H. MCQUILKIN, *Editor*, "National Builder,"
Chicago, Illinois

HELPING THE HOME BUILDER



Popular with the Book Stores

AN "Own Your Home" window display at the store of A. C. McClurg & Co., Chicago, featuring our book, "How to Plan, Finance and Build Your Home." Hundreds of book stores have put this book on sale, and the many repeat orders we are receiving from these stores indicates that the book is one of the "best sellers" of the year.



Retail Lumber Dealers Voice Their Appreciation

A CHARACTERISTIC LETTER FROM A RETAIL LUMBER DEALER

We beg to acknowledge receipt of your book "How to Plan, Finance and Build Your Home" and set of plans No. 654, and wish to say our customer has started to erect his house from these plans and we are furnishing him the entire building materials.

I think both the book and the plans are splendid and expect to take advantage of this service in the future as I think the whole scheme is excellent and very commendable. When the job is completed I will have the owner send you a photograph of it.

Very truly yours,

JOSEPH DOBBS,
DOBBS BUILDERS' SUPPLY COMPANY,
Dealers in Lumber, Millwork, Mason Materials
Bernardsville, N. J.

AN EXPRESSION FROM MR. ALLEN B. CROW

We are pleased to advise you that we are having occasion almost daily to use the book: "How to Plan, Finance and Build Your Home," in connection with our Home Builders' Department.

* * * * *

We have been greatly pleased with the way this particular service has been developing, and our only suggestion is that possibly it might be well to supplement it later with a greater number of homes that will be adapted to our 30 to 35 foot lots which predominate here in Detroit, and of course, this condition prevails in many other of our large cities.

ALLEN B. CROW,
STRAND LUMBER & WOODWORK CO.
Home Builders Service Department
Detroit, Michigan

"FILLS A NEED OF THE RETAILER":

Your very attractive plan book received this date and cannot better show appreciation of same than promptly writing and congratulating the Association in filling a need of the retailer by the mill man.

This plan book is to our estimation extremely well prepared, the text does not clutter up the book, but is of real value. Our belief is that advertising of this sort by the manufacturer is bound to bring a more substantial return than most any other form they can use.

JACKSON LUMBER CO.,
Wynne, Ark.

FINEST BOOK HE HAS EVER SEEN:

The Plan Book came to hand today and is by far the finest copy of such a work I have yet seen.

JOHN G. VOORHEES,
Edward Hines Lumber Co.,
Chicago, Illinois

INTERIOR ARRANGEMENT PERFECT:

We have never seen a plan book where the interiors were so nicely and economically and conveniently arranged.

STEARNS LUMBER CO.,
Hutchinson, Minn.



HELPING THE HOME BUILDER



ABSOLUTELY THE BEST:

We are well pleased with the book that has been received. This is absolutely the finest thing in this line we have seen and are enclosing our check, amounting to \$15.00, for five additional copies.

THE MATHEWS LUMBER & MFG. CO.,
Columbus, Ohio

ORDERS TEN EXTRA COPIES:

We are in receipt of the most beautiful Plan Book we have ever seen, and would request that you send us by mail immediately ten additional copies for which we will be glad to remit you upon receipt of your invoice.

SANTA FE BUILDERS SUPPLY CO.,
Santa Fe, N. M.

CONSIDER IT AN EXTREMELY FINE PIECE OF WORK:

We certainly want to thank you for forwarding us the complete Small House Plan Service the Association prepared. We consider this an extremely fine piece of work, and I think just a little later we will want to order two or four additional copies.

THOS. J. DYE & SON,
Kokomo, Indiana

THINK IT IS GOOD "DOPE":

We are enclosing herewith our check for \$2.50 to pay for the book. We think it is good "dope" and may want more copies.

WINTERSET LUMBER CO.,
Winterset, Iowa.

CONSIDER IT A MASTERPIECE:

We are just in receipt of your new book. This is certainly a masterpiece. We enclose you our check for \$12.50, paying for this book just received, and asking you to forward us four more. It is our intention to present one to each of our contractor friends.

BELL LUMBER & MFG. CO.,
Columbus, Miss.

IS PLEASED WITH THE SERVICE:

We enclose herewith check to your order in the amount of \$44.98 covering cost for home plan No. 652, etc. This plan has been received and we thank you for your prompt attention in this matter.

The plans and papers which you have just furnished us are for the use of a small construction company in which we are interested. We shall be in need of more of your designs from time to time as each of our prospective customers are informed of your good service.

THE J. A. MAHLSTEDT LUMBER & COAL COMPANY,
New Rochelle, N. Y.

WORTH SEVERAL TIMES THE PRICE:

Enclosed please find money order for \$2.50 in payment for "How to Plan, Finance and Build Your Home," which we consider worth several times the price.

HOWE LUMBER YARDS,
Whitefish, Montana

HIGH PRAISE FROM NEW JERSEY:

This is the best book I ever saw.

ALLEN B. STAIGER,
Atlantic City, N. J.

HOME BUILDERS FAVORABLY IMPRESSED:

It was our good fortune last week to receive a copy of your most recent publication "How to Plan, Finance and Build Your Home." Permit us first of all to commend you upon the quality and style of this copy and upon the high type of workmanship which is displayed throughout its pages. It has not failed to arouse most favorable comment from all who have been privileged to read it.

This book, with the service which it explains, has come to us at a very favorable moment. For it happens that we are just completing plans for the erection of a new service department.

THE GEBHART-WUICHERT LUMBER CO.,
Dayton, Ohio

EXPECT TO MAKE GOOD USE OF THE BOOK:

Being interested in a retail yard here we expect to make good use of the book and hope to favor you with some orders for sets of plans.

GEO. W. PHALIN LBR. CO.,
Tuscaloosa, Ala.

WORTH MANY TIMES THE PRICE:

In reply to your letter of the 9th relative to the house proposition and your particular question as to the results which we were getting from your book "How to Plan, Finance and Build Your Home," we have to state that we submitted your letter to the local manager who has the book and we submit his reply herewith.

"We have not sold any houses from this book as we have not been able to find any prospects for a house since we have had the book. It is, however, one of the best plan books we have had, and the information it contains on the different subjects treated is worth many times the price of the book, not only to a prospective builder, but to ourselves. In fact the information will be worth more to us than the plans."

Yours truly,

C. M. PORTER, General Manager,
HAWKEYE LUMBER COMPANY, OSKALOOSA, IOWA



NATIONWIDE PUBLICITY

“**H**OW TO PLAN, FINANCE AND BUILD YOUR HOME” has attracted the attention and won the approval of the best editorial thought of the country.

Descriptive matter and reproductions of some of the houses shown in the book are now appearing in such important publications as “Woman’s World”, with a circulation of 1,000,000 through the Middle West, “Country Life in America”, “The Women’s Weekly”, “The Ladies Home Journal”, “The National Builder”, and “System”.

Among the newspapers using the service are:

Chicago Tribune
New Orleans Item
Minneapolis Journal
Houston Chronicle
Des Moines Register
Cincinnati Inquirer
Kansas City Star
Providence Journal
Aberdeen News
Duluth News Tribune
Milwaukee Journal
Cleveland Plain Dealer

To the above list will be shortly added about 100 other publications, with a weekly matrix service the Bureau has just inaugurated.

HELPING THE HOME BUILDER



No 653



No 654



No 654 with changes



No 651



No 552



No 622



No 561



No 6510

Completed Houses built from plans shown in "How to Plan, Finance and Build Your Home"



HELPING THE HOME BUILDER

Praise from the Technical Schools

Y. M. C. A.'s PREPARE SPECIAL COURSE IN HOME-BUILDING, USING OUR BOOK

The Department of Education of the Young Men's Christian Association announces that preparations are on foot to organize a special course of study for prospective home builders, this course of study to be instituted during the coming winter months.

Mr. F. E. McKone, Advisor of the Department of Technical Instruction of the Y. M. C. A., 347 Madison Avenue, New York City, is now negotiating with the Southern Pine Association for the purchase of a large quantity of our books: "How to Plan, Finance and Build Your Home," to be used for instructional purposes.

"I have examined your book," writes Mr. McKone, "and, as you will anticipate, I have found much valuable instruction material in it. We may be in a position to use quantities of your book, and would like to have you make us the very lowest price you can, consistent with your policy. * * * We propose to standardize a course, such as your text treats."

HAS NEVER SEEN SO PRACTICAL A VOLUME ON BUILDING:

I do not think I have come across so beautiful and so practical a volume on building as this. The designs and specifications made by you together with the detailed working drawings make it of great value to those who have use for a book of this kind.

S. ARTHUR JOHNSON, *Dean*,
State Agricultural College,
Fort Collins, Colo.

PARTICULARLY USEFUL IN PLANNING TEN NEW HOUSES:

This is certainly a fine piece of work and we congratulate you on the excellency of the plan and the general high character of the book. This is particularly useful to us in helping us to plan ten houses that we are building for the Antioch faculty and we are grateful to you for your kindness.

ANTIOCH COLLEGE,
Yellow Springs, Ohio

VALUABLE BOOK FOR STUDENTS:

I find upon examination this is a most valuable book for work with students. I am asking the librarian to purchase an additional copy for the use of the University Library.

THE UNIVERSITY OF WISCONSIN,
Madison, Wis.

ARCHITECTURAL INSTRUCTORS FIND IT OF VALUE:

Your beautiful book received. I am sure that this book will be of much value to our instructors in Architecture.

H. L. HODGKINS, *Dean*,
George Washington University,
Washington, D. C.

FOR THE GOOD OF ART AND BETTER LIVING:

Last week at the Convention of the American Institute of Architects at Washington, D. C., I took occasion to praise this work and to define the courses the Small House Service Bureau of Minnesota, Inc., has taken. My opinion is that you have done well for yourselves and the community by this action, which is for the good of art and better living.

WILLIAM A. BORING, *Director*,
Columbia University,
New York City

DOING A PUBLIC SERVICE:

This is a fine piece of work and I believe you are doing a public service in issuing a book of this sort. I shall take pleasure in having this book indexed and placed in our Library where I trust it may be of use.

E. J. MCCAUSTLAND, *Dean*,
Faculty of Engineering,
University of Missouri,
Columbia, Mo.

WORK WIDELY APPRECIATED AMONG ARCHITECTS:

While in Washington I saw much of the work that was accomplished through your instrumentality and am glad to tell you that the work was widely appreciated among the architects present. Of this, however, you will doubtless hear from many sources.

I will also be able to use the book to refer people of this state to a source for suitable house plans, as I have occasional inquiries during the year.

GOLDWIN GOLDSMITH,
Professor of Architecture,
The University of Kansas,
Lawrence, Kans.



CAN BE USED ADVANTAGEOUSLY BY ARCHITECTS:

The book of plans appears to me to be a most valuable book for practising architects and even for engineers like myself, who have occasional contact with house building, and I know that the cost of preparation was considerable. I shall place the book in my department library, to which the architectural and engineering students have daily access.

J. C. NAGLE, *Dean*,
Civil Engineering Department,
Agricultural & Mechanical College of Texas,
College Station, Texas

ATTRACTS ATTENTION OF ARCHITECTURAL PROFESSION:

I have just returned from the American Institute of Architects Convention where this book attracted a great deal of attention and comment. I believe it will be one of the greatest things that the country has ever seen for beautiful architecture in small houses and it will be of great service to us in our class room work.

CECIL F. BAKER,
Professor of Architecture,
Kansas State Agricultural College,
Manhattan, Kansas

SPLENDID SERVICE YOU ARE RENDERING:

It is certainly a splendid service you are rendering people through this publication in bringing to them the services of a group of architects qualified for the work they have undertaken. I shall call the attention of our Teacher of Carpentry to the book, and he will use it in connection with his work with students.

L. D. HARVEY, *President*,
The Stout Institute,
Menomonie, Wis.

REAL STIMULUS TOWARD GOOD DESIGN:

I am sure that this work will accomplish a great deal of good in securing for the builder of small houses a very real stimulus toward good design.

O. M. LELAND, *Dean*,
University of Minnesota,
Minneapolis, Minn.

CREDIT REDOUNDS TO ORIGINATORS:

The book is certainly a credit to those who have prepared it. We are always glad to get your publications.

THE UNIVERSITY OF MINNESOTA,
University Farm, St. Paul, Minn.

Librarians Commend Book and Report Much Interest in Home Building Literature

USEFUL ADDITION:

This is a very useful addition to our books on house plans.

LIBRARY ASSOCIATION OF PORTLAND,
Portland, Oregon

PRACTICAL AND ATTRACTIVE:

It is the kind of book for which we have many calls. I am very glad indeed to add so practical and attractive a book to our shelves.

HACKLEY PUBLIC LIBRARY,
Muskegon, Mich.

LONG DESIRED:

I have long wanted to see such a thing done as this book represents, and want to express to you our high appreciation of your donation.

FRANK C. PATTEN, *Librarian*,
Rosenberg Library,
Galveston, Texas

FILLS THEIR NEED:

We wish to thank you for the very fine book on home building which you have presented to our Library. It just fills our need, for we have many calls for plans for small houses.

PUBLIC LIBRARY,
Duluth, Minn.

GREAT INTEREST AND HELPFULNESS:

I am sure it will be of great interest and helpfulness to many people.

TORRINGTON LIBRARY,
Torrington, Conn.

ARTISTIC AND PRACTICAL:

We appreciate greatly your gift, and find the book most attractive both from an artistic and from a practical standpoint.

SEYMOUR LIBRARY,
Auburn, N. Y.

WILL HELP STIMULATE BUILDING:

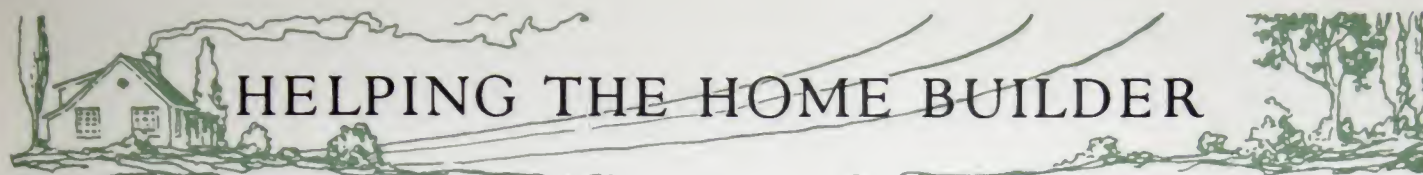
We know it will be of great value to us as there is a good deal of building going on in Toronto.

THE PUBLIC LIBRARY OF TORONTO,
Toronto, Canada

DECIDED IMPETUS TO THE CONSTRUCTION OF HOMES:

It is by far the best thing that has come to our attention and the irresistible plans should give a decided impetus to the construction of homes.

EVELETH PUBLIC LIBRARY,
Eveleth, Minn.



DISTINCT ADDITION:

It is a distinct addition to our collection and will be of interest to many of our readers.

UTICA PUBLIC LIBRARY,
Utica, N. Y.

WILL BE READ BY LARGE NUMBER:

It seems a most fascinating and interesting book, and we are sure it will be read eagerly by a large number of people.

THE FERGUSON LIBRARY,
Stamford, Conn.

BY FAR BEST BOOK OF ITS KIND:

Your latest book: "How to Plan, Finance and Build Your Home" is by far the best book we have on the subject, and always recommend it in answer to inquiries concerning small homes. Allow me to compliment your Association on the constructive work it is doing in putting out books of this character.

WESTFIELD ATHENEUM,
Free Public Library,
Westfield, Mass.

GREAT DEMAND FOR HOME-BUILDING LITERATURE:

At the present time there is a very great demand among our readers for material of this kind and we know that the book will have an immediate usefulness. This is not the first time that we have received gifts of this kind from your Association, and we assure you that they are appreciated.

PUBLIC LIBRARY,
London, Ont

EXACTLY WHAT THEY WANT:

Several weeks ago we had a number of requests for small homes built on economical lines, and the books we had on our shelves did not satisfy, so the book received from you was just what we needed.

SPRINGFIELD PUBLIC LIBRARY,
Springfield, Mo.

USEFUL TO HOME-BUILDERS:

It is a most attractive book, and will be useful to the many persons who are interested in home-building.

EL PASO PUBLIC LIBRARY,
El Paso, Texas

EXTREMELY INTERESTING AND VALUABLE:

This book is extremely interesting and will be of much value here.

VIRGINIA STATE LIBRARY,
Richmond, Va.

TIMELY PUBLICATION:

It is with pleasure that we acknowledge receipt of your book, as we know how much our readers will enjoy and appreciate it. Such books are very popular here, and the gift is especially timely now.

NORTH ADAMS PUBLIC LIBRARY,
North Adams, Mass.

SHOWS HOMES AVERAGE MAN CAN AFFORD:

It appears to meet a distinct need in this field. While there are many books on the subject as a rule they deal with a house far too expensive for the ordinary home-builder. You seem to have come down to earth, so to speak, and deal with the proposition of interest to the average home builder.

PUBLIC LIBRARY,
Cadillac, Mich.

REDUCES COST OF BUILDING:

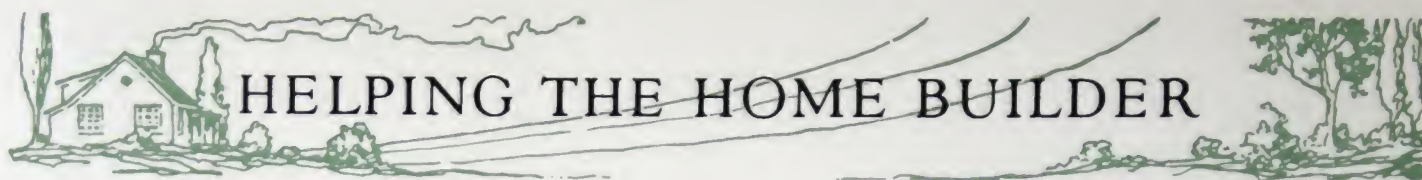
In our small town of 3500 we have no resident architect, and are dependent on local contractors, who have not the necessary training. The out-of-town architects do not always give satisfactory service, so, as Librarian, I am thankful for all helps and the fact that the people can get plans and specifications of these buildings will help many who would build.

MRS. F. H. MANKER, *Librarian*,
Upland Public Library,
Upland, Cal.

OUR BOOK MEETS THE NEED:

We have received a copy of your book entitled, "How to Plan, Finance and Build Your Home." I have made a personal examination of this work and am pleased to congratulate you upon its excellence. We have a great demand for material of this character and I am glad to say that your book meets this need better than anything that has come to our notice.

ST. JOSEPH PUBLIC LIBRARY,
St. Joseph, Missouri



HELPING THE HOME BUILDER

A Foreign Viewpoint

ASSOCIATION OF GARDEN CITIES OF FRANCE
11 Malebranche Street

Paris, July 27, 1921

Southern Pine Association,
New Orleans, La.

Gentlemen:

It is indeed a very beautiful present that you have been good enough to make to our Association Library, in sending us your book:

"How To Plan, Finance And Build Your Home."

I can tell you that the receipt of this work has been particularly appreciated.

You have united in this beautiful book, under a most attractive form, the elements indispensable to all those who dream of creating a home. Please accept our thanks, and be assured that if you or any member of your Association should ever come to France, it would be a pleasure to us, indeed, to have you call on us.

After having read your book with close attention, I believe it may be agreeable to you that I transmit certain thoughts that come to me through experience in these matters.

I believe that the English system of not having cellars is far superior to that of the United States and of France, in which countries the cellars seem indispensable. One must realize that the absence of a cellar, and the convenience of storing vegetables, coal, etc., in a room flush with the first story, lessens the work of the housekeeper. With a cellar, the housekeeper is obliged to go up and down one story every time she is in need of something.

Regarding your remarks on page 130 concerning closets without doors, you know the closets of American kitchens, whose doors slide along the interior wall without the necessity of any space for the opening door.

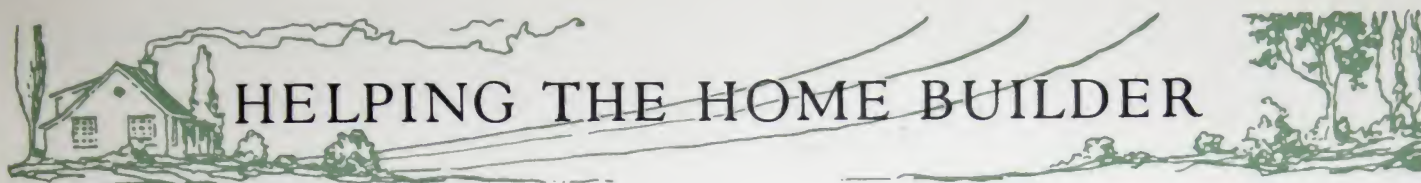
The "Dining Alcove" idea is excellent; one might add that this is the fitting place for children's meals.

The whole chapter concerning the furnishing is perfect, and indicates a profound understanding of all those things by the one who has written it.

Some American visitors from Harvard University admired the other day your book in our library.

With renewed assurance of my best wishes, I am, with kindest regards,

The Director,
GEORGES BENOIT-LEVY



**"An Admirable Service Which Will Be of Great Value," says
Alexander B. Trowbridge, Architect, New York City**

"* * * Another interesting innovation is The Architects' Small House Service Bureau of the United States, Inc. Many minds have been occupied in efforts to solve the problem of the great housing shortage. This Bureau is the natural expression of the desire on the part of architects to contribute their experience and their skill in a plan to provide drawings of small houses at moderate cost. Fourteen of the leading architects or firms of architects of Minneapolis, Minn. formed themselves into a Bureau and spent many months in the development of a scheme for selling to the public at low cost, complete plans, specifications, scale details, and a quantity survey. After their work had been crystallized into a large, well-made catalogue, and the possibilities of this service for the whole country were realized, the original Bureau, which had been local in name and scope, was reorganized to become a branch of a national organization. The plan now is to have one central Bureau which will have executive charge of thirteen Regional Bureaus covering a membership of hundreds of architects. By this means the whole country will be covered and a service of great value offered. The cost of complete plans, specifications, details, quantity survey, and agreement forms ranges from \$17.50 for the smallest house to \$32.50 for the largest. Extra copies of any or all of these items may be secured at slight cost, and a prospective owner may either purchase a number of sets for the purpose of securing competitive bidding, or he may choose his builder without competition and get along with fewer plans and documents. For a little less than \$41 one may secure three complete sets of a house plan listed at \$25 for the initial set.

"The quantity survey referred to is a comparatively new element in building circles in America, though an old story in England. It consists of type-written sheets listing the amount of material which must be ordered for each of the many trades connected with the project. Any one who has ever seen a contractor's estimating sheet can appreciate the value of the quantity survey even if it is used only to determine the approximate cost before a contract is signed. The intention, however, is to enable the contractor to use it as a check on his own calculations, so that he and the owner may each be satisfied that the whole field has been covered and the prospect of extras caused by omissions reduced to a minimum. The Bureau has issued a catalogue which not only exhibits a large number of designs with floor plans, but gives a clear description of the appearance and finish of each house. The catalogue goes a step further than any similar publication, for it proceeds on the assumption that each prospective house owner who purchases the catalogue is unfamiliar with many of the problems

which arise in home building. The various chapters are designed to serve as guides to the owner on such subjects as Financing the Operation, Selecting the Site, Selecting a Plan to Fit One's Needs, Estimating Cost, and Letting Contracts. Separate chapters are included on plumbing, heating, painting, mechanical plant, and furnishing, while even the subject of planting the home grounds has not been forgotten. It is a most complete and admirable service and one which will be of great value to many owners. * * *

(Reprinted from an article by Mr. Trowbridge in "COUNTRY LIFE IN AMERICA".)

DOING A GOOD WORK:

The writer is interested in the service which you are performing, which has been called to his attention through several mediums, and wishes to express his appreciation and encouragement to any movement which will place the small house on the plane which it deserves. The writer feels that you are carrying on a good work in stimulating a desire for homes of architectural merit.

ROBERT S. CHASE, *Architect*,
Janesville, Wisconsin

**"ONE OF THE BEST THINGS EVER DONE BY
ARCHITECTS":**

I have examined the book and am very enthusiastic about its exhibits. I am enclosing you check for \$2.50 and would like to have an extra copy as I gave my copy to the Cord Meyer Development Corporation of Forest Hills, L. I., who have constant use for such service. I loaned my copy to the Editor of House and Garden and I enclose you herewith his letter in regard to it. He intends to mention it in the next issue.

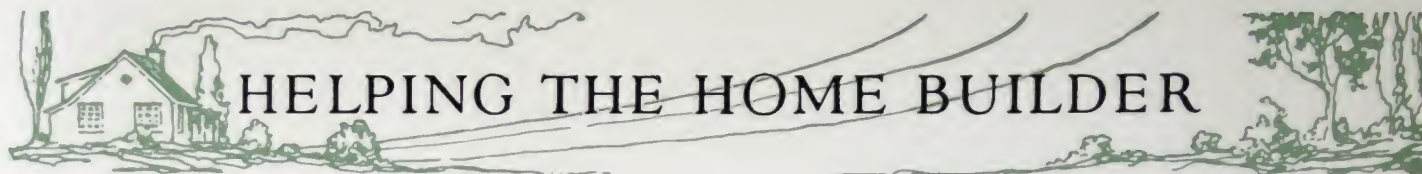
Let me congratulate you on the work you are doing and I believe that it will be one of the best things ever done by architects for the improvement of the countryside.

KENNETH M. MURCHISON, *Architect*,
New York City, N. Y.

IMPRESSED BY THE BUREAU IDEA:

I have not as yet had an opportunity to give the Bureau's book as careful consideration as I hope to, so cannot give you any real criticism or suggestions. The idea appeals to me tremendously and my first reaction is highly favorable. I most heartily congratulate you on the general appearance and the makeup of the book, as well as what you are getting after.

GODLEY AND SEDGWICK, *Architects*,
New York City, N. Y.



DOING GOOD SERVICE TO THE PUBLIC:

This is a splendid book of small houses and we wish to congratulate you heartily upon it. The writer studied a number of your drawings at a recent Institute Convention. You are doing a very good service to the public and we are all with you heartily.

GIBB & WALTZ, *Architects*,
Ithaca, New York

VALUABLE TO PERSONS OF SMALL MEANS:

The small house plan book is a valuable contribution to the citizen of small means and I hope you already feel encouraged in helping to promote this

work. The book is splendidly gotten up and will, I think, be influential in bettering the living conditions of a large number of our citizens.

ERNEST J. RUSSELL,
Mauran, Russell & Crowell, *Architects*,
St. Louis, Mo.

WISHES SUCCESS FOR THE BUREAU:

We wish to congratulate you on the neat appearing book you have published and the completeness of the plans and specifications which you furnish, and hope you will have much success.

CERVIN & HORN, *Architects*,
Rock Island, Ill.

Our Houses to Be Featured at Better Homes Institutes in Many of the Larger Cities

THE Chicago Art Institute, Extension Department, under the direction of Mr. Ross Crane, will, this fall and winter, hold a series of Better Homes Institutes in many of the larger cities.

Mr. Crane lectures in connection with this extension service and directs his efforts chiefly toward the planning, financing and furnishing of better homes.

The Better Homes Institutes are held for a week in each of the cities, and opened this year in Cleveland, Ohio, under the auspices of a Cleveland newspaper, *The Plain Dealer*. Twenty-five colored photostats showing homes which are pictured in the book: "How to Plan, Finance and Build Your Home" are being exhibited by Mr. Crane in connection with his Better Homes Institutes.

These Institutes are attended by thousands of people in each of the cities visited.

RENDERING A DEFINITE SERVICE:

We feel that you are rendering a definite service by the publication of this book, which is a practical guide in home-building.

JOHN IHLDER, *Manager*,
Civic Development Department,
Chamber of Commerce of the U. S.,
Washington, D. C.

AROUSES INTEREST ON PACIFIC COAST:

This book contains some very excellent designs for small homes that I believe will fill a long-felt want.

It has been recognized for a long time that an architect cannot spend the proper amount of time preparing plans for a small house for a fee which the owner would feel was within reason. By making use of the service your Bureau can offer, the owner can derive the benefit of the very best architectural design for a small home at a very moderate fee. I desire to commend the work of your Bureau very highly.

I am suggesting to the Local Chapter of The American Institute of Architects that they consider some similar activities.

A. L. BARBUR, *Commissioner of Public Works*,
By H. E. PLUMMER, *Inspector of Buildings*

USED BY CLASSES IN INTERIOR DECORATION:

Professor Baker of our Architectural Department has just showed me a copy of your book, "How to Plan, Finance, and Build Your Home." I am enclosing a check for \$10.00, for four copies of this book, one for my classes in decoration, a personal copy, a copy for one of my instructors and one for a student.

This book contains a brief summary of many of the points we have studied in our interior decoration work. We are glad to have this further help.

A. HOLMAN, *Prof. of Applied Art*,
Manhattan, Kansas



HELPING THE HOME BUILDER

A MAGNIFICENT COLLECTION OF PLANS:

The book, "How to Plan, Finance and Build Your Home" was received this morning, and is now being looked over by various members of the firm, and all are unanimous in pronouncing it a magnificent collection of plans.

ANDERSON INVESTMENT COMPANY,
El Paso, Texas

CONFIDENT BOOK WILL BE OF HELP:

We are confident that your book will help us in a great many ways and certainly appreciate your wish to co-operate with us.

THE HOME BUILDING LEAGUE, INC.,
Washington, D. C.

WONDERFUL COLLECTION OF PLANS:

This collection of small house designs is the best that I have ever seen, and I have almost decided to use the plans shown in this book practically exclusively in my building.

EVERETT M. OXLEY,
Manager Building Department,
Security Investment Co.,
Kansas City, Mo.

PRAISE FROM A PROMINENT REALTOR:

I congratulate you on the very constructive and attractive literature which your Association is getting out.

ROBT. JEMISON, JR., *President,*
Jemison & Company, Inc.,
Birmingham, Ala.

WITHOUT QUESTION THE BEST PLAN BOOK:

Your beautiful book, "How to Plan, Finance and Build Your Home," arrived this morning, and I hasten to acknowledge the receipt of same and to thank you for your courtesy in forwarding this book. It is without question the finest thing of its kind which I have ever seen, and the Southern Pine Association, as well as the public spirited group of architects in Minneapolis, are to be heartily congratulated upon this work.

A. H. BURT, *Manager,*
Department of Architectural Service,
The Sherwin-Williams Company,
Cleveland, Ohio

CURTIS COMPANY ADDS ITS PRAISE:

This letter will acknowledge the receipt of your book of designs which has proved very interesting. I glanced over it hurriedly the moment it came in and I was so enthusiastic over it I showed it to others in the organization who became just as enthusiastic as I was and proceeded to take it away from me with the result that I have not gone into the book at all.

It would seem, from the casual examination which I gave it, that the work was extremely well done. I am not referring to the architecture shown in the illustrations, nor to the copy, nor to the value of the plans, but rather to the entire book itself, as a book on the architecture of the small house.

Possibly we in this office are just a bit more enthusiastic about the book and its purpose because we have worked on much the same kind of houses in collaboration with Trowbridge & Ackerman of New York City for the past three years. In other words, with us the stage has been set, so that our mental attitude is 100 per cent right for the easy acceptance of the designs you show.

CURTIS SERVICE BUREAU,
Clinton, Iowa

FROM THE VIEWPOINT OF A TEACHER:

Your letter regarding your service and the book of plans was received a short time ago. In reply I want to say that I have been collecting plans for the past five years and have built two houses during that time and can say that I have never come across any plans that have been as carefully and consistently worked out, involving all the fundamentals of real comfort, as have those shown in your recent book.

NORTH DAKOTA TEACHERS' ASSOCIATION

FINEST BOOK OF ITS KIND:

We received the book which you sent us as per our order of April 13th and we are very pleased with it to say the least, for it is the finest book of its nature that we have ever seen.

MICA INSULATING CO., INC.,
Mason City, Iowa

VALUABLE MATERIAL FOR ADVERTISING:

This is the best book of plans we have ever seen so far, and we want to compliment you on the beauty of your plans and elevations, and the completeness of the book. There is all kinds of valuable material for advertising purposes in the book, which we trust you will not object to our using.

McPHEE AND MCGINNITY CO.,
Denver, Colo.

HOW TO
PLAN, FINANCE AND BUILD
YOUR HOME



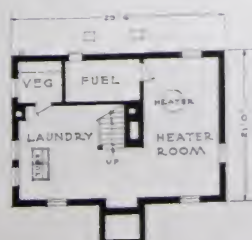
Published for the
SOUTHERN PINE ASSOCIATION
NEW ORLEANS, LOUISIANA
BY
The ARCHITECTS' SMALL HOUSE SERVICE BUREAU
OF MINNESOTA, INC.
ENDORSED BY THE AMERICAN INSTITUTE OF ARCHITECTS



701

A detailed black and white illustration of a two-story wooden house. The house features a gambrel roof with a central chimney emitting a wisp of smoke. The front facade has a large, multi-paned window on the right and a smaller one on the left. A small porch or entrance is visible on the left side. The house is surrounded by trees and foliage, with a path leading to the front. The style is reminiscent of a woodcut or a detailed sketch.

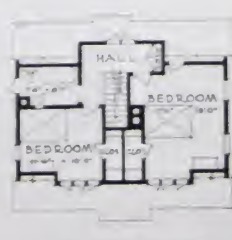
A Popular Dutch Colonial Home

[illegible]

BASEMENT
CEILING HEIGHT 7'0"



FIRST FLOOR
CEILING HEIGHT 8' 4"



SECOND FLOOR
CEILING HEIGHT 8' 0"



A GREAT SERVICE FOR THE HOME BUILDER:

In my thirty years in real estate I have never had the privilege of receiving so complete a resume of the small house problem as is contained in your book, "How to Plan, Finance and Build Your Home."

You have done a great service for the prospective home owner, and may your reward be equally great.

We would like to present some of these books, and possibly also some of the plans to our customers.

C. F. GARFIELD, *President*,
Flower City Realty Co.,
Rochester, N. Y.

FROM THE EXECUTIVE SECRETARY OF THE UNITED STATES HOUSING CORPORATION:

I was present when you delivered most of your report on the Small House Service idea. It seems to me the most constructive plan I have heard proposed. As Executive Secretary of the United States Housing Corporation and later as General Manager of the Government Hotels, I have always believed in the idea. I wanted very much that the architectural work for the war housing should be conducted on this pooling plan and not as it was by employing individual architects. It may be of course that during the war the plan used was more workable as it always takes time to perfect a new idea. You can imagine, however, the interest which your actual working plan has for me.

HARLAN JAMES, *Secretary*,
American Civic Association,
Washington, D. C.

"THE BOOK IS TRULY A DELIGHT":

When I wrote asking as to the service and organization which you represent I supposed that it was merely another of the pseudo services which have become so common and I did not realize what I was asking when I requested that you send me your literature.

The book has been received and is truly a delight. That the architects have finally organized to get this work done is certainly news and of a sort which I shall

hope to be able to help spread. The report of the Committee of the American Institute is also just the sort of material for which I was looking but without much hope of finding.

P. S. LOVEJOY,
Ann Arbor, Mich.

WANTS ARCHITECTS' BUREAU FOR ST. LOUIS:

I beg to acknowledge receipt of your excellent book on "How to Plan, Finance and Build Your Home." I have not had time to study the book as yet as it just arrived this morning. I have glanced over it hurriedly, and am very much impressed. I have been very much interested in starting a similar project in St. Louis and have given the matter a great deal of study.

PAUL JONES REALTY CO.,
St. Louis, Mo.

A BEAUTIFUL BOOK:

This is a beautiful piece of work, and we wish to congratulate your Association on its production. We expect to make mention of it in the next issue of our *Caloric Magazine*.

Yours very truly,
THE MONITOR STOVE COMPANY,
Cincinnati, Ohio
(s) S. C. BAER,
Advertising Manager

FROM THE COMMON BRICK MANUFACTURERS' ASSOCIATION:

The copy of your book has been received and is much appreciated. This is a splendid piece of work and I was pleased to find on a recent Western trip that the architects of Nebraska and of Kansas City are planning a similar enterprise. We will welcome the day that the real estate builder, the speculating builder and the individual builder of small homes may, without difficulty, obtain good architectural plans, and your efforts are certainly leading the way to that situation.

THE COMMON BRICK MAN'F'RS' ASS'N,
Cleveland, Ohio



